

Parks, Recreation
& Neighborhood Services (PRNS)
First Time Applicant
Technical Assistance Meeting

for
FY 14/15

Applications to be submitted via
ZoomGrants.com

PRNS Application Process

- What are the Grant Programs?
- Community Development Block Grant (CDBG)
 - Public Service
- Housing Opportunities for Persons with Aids (HOPWA)
 - Contact Shawn Bolster 229-4912
- Emergency Solutions Grant (ESG)
 - Contact Tara Ulmer 229-4279

General Information

- Applicants must be certified 501(c)(3) or 501(c)(4) organizations at time of application submission.
 - Pending status will not satisfy requirement.
- Applicants must be:
 - Properly licensed by the City of Las Vegas to perform services at time of application submission.
 - In Good Standing with the NV Secretary of State
 - In compliance with IRS 990 submission requirements
 - In business at least one year

General Information

- Federal Registration Requirements
 - *To apply:*
 - Must have a DUNS number
 - www.hud.gov/offices/adm/grants/duns.cfm
 - Must register and maintain Central Contractor Registration
 - www.hud.gov/offices/cpo/ccr.cfm
- Give your program a unique name. Do not use the agency name and a number. Ex. Acme Non Profit #1 or "The" Acme Non Profit

Information Manual

- Please review the manual, paying special attention to the Pre-Qualification Criteria and the presentation meeting schedule.
- If you do not meet the criteria, your application will not make it past the Threshold Review Process and won't be considered for funding.
- Your agency or program must have one year of operating experience in order to apply.

Financial/Audit Information

- All agencies that receive less than \$200,000 must submit their Certified Financial Statement (CFS) and:
 - most current IRS stamped 990 form, and
 - Obtained at Guidestar <http://www2.guidestar.org/>
 - 6 months of Agency bank statements.
- CDBG PS applications cannot have more than 25% of the agency budget as In-Kind.
- You may not use buildings you own as In-Kind match.

Application Process

- Each program has an application process.
- All applications must be submitted using ZoomGrants.
- Late applications will not be accepted.
- Substantially incomplete applications will not be accepted.
- Applications that do not meet minimum criteria will not be accepted.

Application Process

- Agencies must complete and submit a Pre-Application in Zoom Grants.
- It must be approved by PRNS staff prior to your being able to move on to the application process.
- Please plan accordingly. It is in your best interest to submit it Sun-Thurs as we are off Fri-Sat and Sun. It may take a day to approve. Watch your emails for messages from Zoom Grants, and fix any issues quickly.

Applications

- Applications must be completely filled out and the Certification Form signed.
- Forms **must** be one page.
 - If yours are not, you have done something to the formatting, please correct it prior to submittal.
 - With the exception of the Performance Measures form, which can have more than one page.

Attachments

- The following are meant to be one page forms:
- Budget Form
- Three Year Funding History
- In-Kind Form
- Certification Forms (actually two pages)

Pre Application

- Describe the specific purpose of funds for program :
- State what the funds will be used for Brief means brief – only use the 3 short sentences for the Pre-App.
 - For Example: Provide transitional housing and/or utility assistance.
 - Funds will pay for transportation to work sites using bus tokens or bus passes.
 - Funds will be used to provide case management to 100 clients to assist them in attaining self-sufficiency.

Performance Measures

- Performance Measures are used to demonstrate the benefit of your program to the clients who will utilize it.
- They are 4 parts:
 - Outcome
 - Major Tasks Necessary to Realize Outcome
 - Outputs Resulting from Tasks
 - Outcome Measurements

Performance Measures Cont.

Outcomes

AKA the end result

- Example: 15 clients will be prevented from being evicted.
- 100 low income families will receive affordable housing.
- 30 low-income seniors will receive transportation assistance.
- 100 clients will receive utility assistance.

Performance Measures Cont.

Major Tasks

- The types of activities which will be undertaken to ensure the client achieves the outcomes set for the program.
- Steps to be taken to complete each activity.
- These are the tasks that the client will complete or program criteria that allows their success to be measured.

Outputs

- How many clients benefited from each step.
- If 100 clients a day are referred to other agencies for assistance, how many actually were helped?
- What is the client expected to achieve due to participation in the program?

Performance Measures Cont.

Outcome Measurements

- This describes how you track the client.
- Describe the tools, methods and benchmarks to measure achievements.
- Day 1 client signs up for program.
- Day 90 client has progressed to step 3 of program expectations. Evaluation forms used to determine progress.
- Day 120, Day 180 etc. same as above.

Program Information

- Zoom does not accept italics, bold or underline.
- Please use concise sentences to explain your program.
- The narratives should answer the questions without being overly descriptive.
- Do not use one or two sentence answers unless necessary.

Program Narrative

- This section describes the program, the clients it will serve, and the need it will meet.
- How many unduplicated clients will be served.
- You need to document how your program will fit in with other agencies in your service area. This avoids duplication of service.

Agency Narrative

- This section asks you to document certain portions of your agency.
 - How long the agency has been doing business.
 - The qualifications of everyone associated with the program, etc.
 - Please list all program employees by name and position.
- Please answer all questions in a thorough but brief manner.

Finance Narrative

- Discuss your proposed fund raising and in kind leveraging.
- Fee Structure
 - Programs do not have to be free, you may charge a sliding scale fee. Please be sure you apply the same criteria across the board to all clients.
- Scholarships are only used when other clients have to pay for the program.

Leveraging

- CDBG Public Service Applicants must be able to document cash funding.
- No more than 25% of the agency budget may be In-Kind in order to reach the \$60,000 threshold.
- 25% of the remaining budget must be cash and/or other committed grants.
- Agencies must be able to document and explain any budget difference (increase or decrease) of 25% from the prior year.

Proposed Program Funding

- List out other funding sources in the areas provided for this purpose.
- Other funding may include but not limited to:
 - Fundraising
 - Other governmental Grants
 - Other Private Grants
 - Foundations
- Note whether the funds have been applied for or are committed.

Program Priorities

- List out the top priorities of your funding request:
 - CDBG Public Service has 5 lines
 - Do not spread the funds over more than 5 budget line items and sub-categories.
 - Ex. Operating should not be split into more than 5 sub categories.
- Priorities should add up to the total grant request.
- There may not be enough money to guarantee full funding for every application.

Budgets

- The Excel Budget Form must be uploaded and submitted.
 - There are formulas in the cells. Take care when using the space bar or backspace key as these will erase the formulas.
- Please fill out the budget for the program you are applying for.
- Committed funds must be for the Fiscal Year you are applying for funds.
- The program/project budget minus the Grant portion should equal across the other columns.

Budgets – Excel Form

- The Actual Excel Budget is split into six major categories:
 - Direct Client Services (Salaries & Fringes)
 - Administration (Salaries & Fringes)
 - Direct Program Delivery Costs
 - Supplies
 - Operating
 - Equipment
- The Operating Budget should **not** be split up into more than 5 subcategories.

Budgets – Excel Form

- Agency Funds & In-Kind Column
- Agency Funds are cash, endowments, fundraising.
 - They are never funds you must apply for.
- In-Kind
 - May not exceed 25% of the total program budget in order to achieve the minimum \$60,000 threshold to apply.
- Please split out the total in the boxes at the bottom of the Budget Form.

Common Fiscal Errors

- Grant request and budgets that don't match.
- Budgets that do not add across or down.
- Funding sources that do not match the budget.
- Grant funds listed as agency funds.
- Priorities that don't match budget line items.
- Financial information that does not match audits.

Financial Information

- Agency Budgets, IRS 990's, Bank Statements and Audits should support the information in each. If they don't there is a problem.
- Budgets must be reasonable and verifiable. Agencies should be able to document any major changes in their budgets from year to year.
- Proposed budgets and actual funding are two different things.

In-Kind Explanation Form

- If a grant application requests or requires leveraging, you may document the value of in-kind donations, no more than 25%.
- Example: Free use of a Clark County School District Classroom each month.
- $\$400 \times 12 = \$4,800$ is the cash value of this in-kind donation.
- A building you own is not In-kind.

Certifications

- There is one 2-page Certification form.
- It must be completed and signed by either the Board President or his/her designee.
- The form must be scanned and uploaded onto the ZoomGrants Site. Follow the instructions at the site.
- If the application is submitted with an unsigned form it will be rejected.

Certification Page 1

- Compliance with Civil Rights and Americans with Disabilities Act.
- Certification of Eligibility to Participate documents that your agency has not been debarred by any federal agency from receiving funds.
- Certification of City of Las Vegas Affiliation. This portion documents whether any of the agency's staff or board members are City of Las Vegas Employees.

Certification Page 2

- This form documents the agency board's acknowledgment of the application.
- It must be filled out and signed by the Board of Directors.
- It also certifies that the information contained in the application is true and correct.

Required Exhibits

- Documentation of Non-profit Status
- Operating Budget
- Financial Documents
- Board of Directors
- Articles of Incorporation
- Audit and attachments as required
- Partnership Letters / Cooperative Agreements (HOPWA applications only)

Application Approval Process

- Parks, Recreation & Neighborhood Svcs. Staff
- Application Review Committee
- Community Development Recommending Board
- City Council

Threshold Process

- Applications are reviewed by staff to ensure compliance with the Threshold Criteria.
- Each application has a set of minimum criteria in order to apply.
- Agencies must meet Threshold or the application will not be considered for funding.
- Please review your application criteria.

Threshold Process Cont.

- A fully completed application is a Threshold Item. Please review yours prior to submitting it.
- There is no cure period, meaning that if the application is not complete, it will not move forward.
- Once an application has been determined to meet Threshold Criteria it is reviewed for other requirements.

Selection Process

- Applications that pass Threshold review will be available for the CDRB review process.
- Applicants are sent a letter approximately two weeks prior to their meeting indicating date, time and location. (meetings will be in February & March)
- Use the Presentation time wisely, only discuss the program you are requesting funds for.

Scoring Process

- Applications are scored in many areas.
- Application Quality
- Budgets
- Funding Sources
- Agency Capacity
- Financial Stability
- Duplication of Program
- Collaborations with other Agencies

Presentation Meeting

- Each agency is provided a 5 minute presentation followed by 5 minutes of questions and answers by the Board.
- You may bring photos, brochures or clients.
- This is your opportunity to sell your program. Do not depend on the Board “knowing” who you are, and what you do.

Presentation Meeting

- Please be at the indicated location a half hour prior to your appointment.
- Financial and Programmatic staff are highly encouraged to attend.
- The questions the Board asks are essential in assisting them in making funding recommendations.
- Be prepared to explain your program, value to the community, and its successes.

Presentation Meetings

- You must be prepared to answer questions about your Audit, Budget and Program Budget request.
- Agencies that are not able to answer questions from the Board, may not be funded at the same level as agencies who can provide information at the presentation.
- Again, it is strongly suggested that you bring your Financial and Programmatic staff to the Presentation Meeting.

Funding Requests – Public Service Only

- Agencies may only request up to 25% of their program budget from CLV CDBG.
- Agencies must have a minimum program budget of \$60,000.
- Agencies that request less than \$15,000 will not be accepted.
- Budgets should be reasonable and verifiable.

National Objectives

CDBG Only

- The CDBG Program guidelines state that all projects must meet a National Objective to qualify for funds.
- Programs must be used to serve Low Mod Clientele (LMC).
 - Clients at less than 80% of Median Income
- LMC means that only low income clients will receive the benefit of the funding.

CDBG Funding Categories

- Public Service Funding is divided into four categories:
 - Homeless Outreach & Prevention
 - Seniors
 - Special Needs
 - Youth Programs with a focus on Education
- Applications must be for one category.
- If you have multiple program components, please number each in order of their priority to your agency.

CDBG Public Service Operating Costs

- Operating and maintenance costs associated with providing a CDBG-eligible public service are considered “public service cost”
- Purchase or lease of furnishings, equipment or other personal property needed for the administration of an eligible public service may be covered by CDBG funds
- City CDBG will not pay for equipment that costs more than \$5,000
- No vehicles may be purchased with CLV CDBG

Ineligible Activities

- Political activities
- Ongoing grants or payments to individuals for their food, clothing, rent, utilities, or other income
- Funds cannot be used to substitute local or state funding of a government public service
- Federal funds may not be used to promote religious interests

Ineligible Activities

- Costs of amusement, diversion, social activities, ceremonials, and costs relating thereto, such as meals, lodging, rentals, transportation, and gratuities are not allowed.
- No Executive Director may charge 100% of their time to any federal funds.